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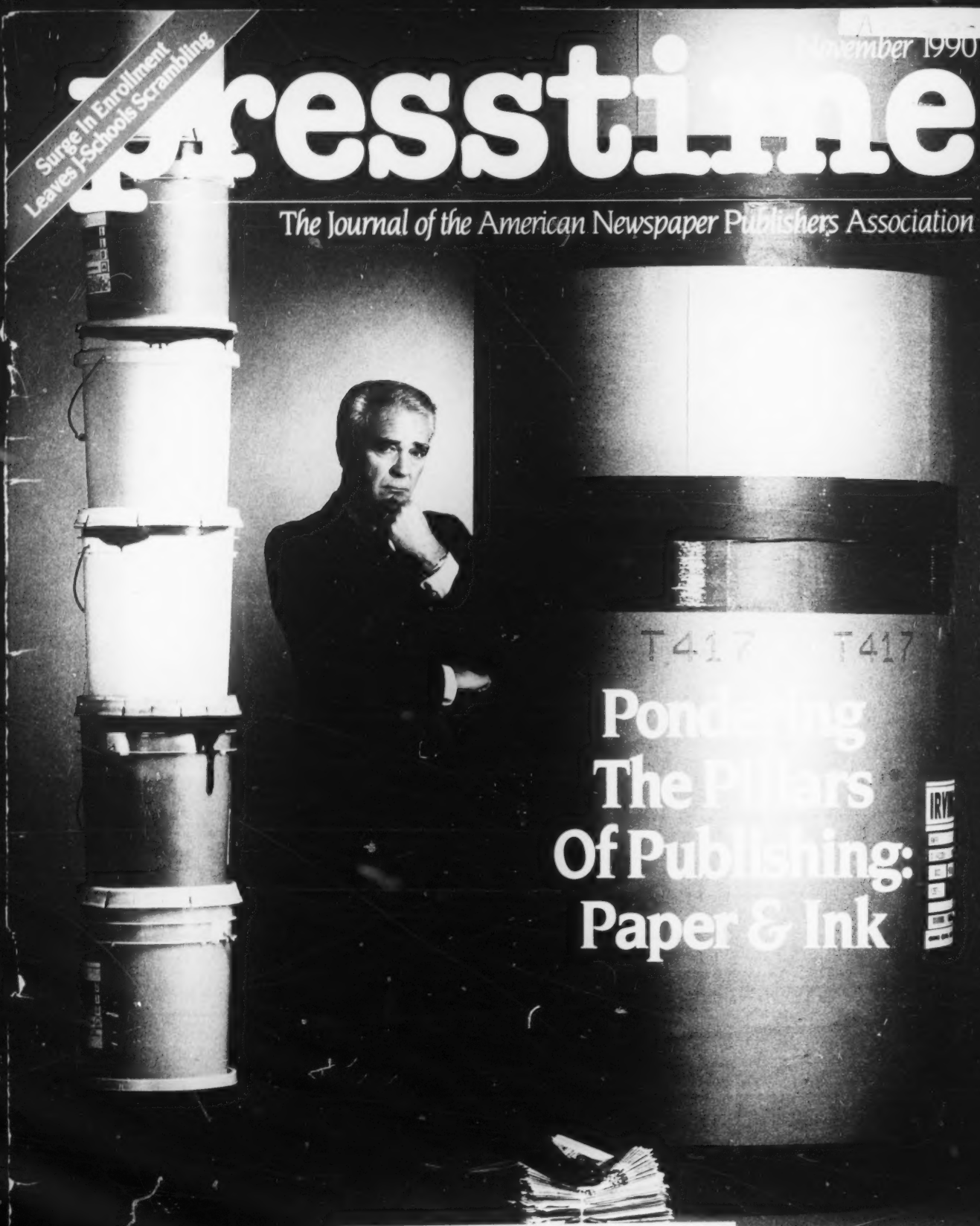
November 1990

Presstime

The Journal of the American Newspaper Publishers Association

Surge In Enrollment Leaves J-Schools Scrambling



Pondering The Pillars Of Publishing: Paper & Ink

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presstime

INDEX VOLUME 12, NUMBER 11 NOVEMBER 1990

Special Report *Times are changing for those indispensable commodities, newsprint and ink. Prices for both are climbing. Competitive pressures add urgency to the quest for quality. Environmental concerns reshape the paper and ink markets, too, as newspapers look for reliable supplies of recycled newsprint and alternatives to petroleum-based inks. Reconciling all these concerns is of no small consequence, as newsprint represents up to 40 percent of newspaper budgets and ink up to 5 percent.* Presstime*'s first annual package on paper and ink brings it all together.* **20**

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CHAIRMAN'S CORNER

Press in Europe's new democracies needs assistance of all kinds

Your board recently returned from a trip to Berlin, Prague and Budapest. While there, we met with newspaper publishers and correspondents, with politicians and with U.S. and foreign diplomats.

The purpose of our trip was:

- To learn firsthand about the emerging free press in Eastern and Central Europe
- To reinforce ANPA's support for those who are reporting on the emergence of freedom in that part of the world
- To reinforce our support for those who are starting up new, independent newspapers or bringing freedom to existing ones
- To kick off the Newspaper Management Seminar in Budapest for the newly created Hungarian Newspaper Publishers Association. The seminar was sponsored by ANPA and the International Federation of Newspaper Publishers.

The emergence of freedom in Eastern and Central Europe has created an enormous burst of activity. And, there's great enthusiasm among those who recognize how essential the role of a free press will be to the preservation of that freedom and the shift to a free-market economy.

But there will be a great amount of disruption, unemployment and uncertainty as those gutted economies make the transition. Reality has already begun to set in as leaders in those countries recognize that many of these changes will take years to effect.

I believe they are going to make it happen because the necessary effort will be buoyed by an enormous reservoir of hope, and with hope people can cope.

How can we help? There are no grandiose programs or projects that will automatically get the job done. However, progress is often measured in small steps, the kind we can all take.

Here is just one example: During a break at the HNPA seminar, two young men from Bucharest came to me and said they had started a newspaper and needed typesetting equipment. I asked if they wanted hot-metal or cold-type equipment? Their answer was that they will take anything.

The World Press Freedom Committee is serving as a clearinghouse for those of us willing to donate equipment to our new colleagues in Eastern and Central Europe. Send information on the equipment you have available to the WPFC at P.O. Box 17407 Dulles Airport, Washington, D.C. 20041.

While the primary mission of our trip was to reinforce and encourage the emergence of a free press, the impact of our experiences on your board was profound. We drew new strength and rededication for our work with ANPA and our newspapers from those whose courage and sacrifice have ushered in this new age of freedom and human dignity.

I understand with greater clarity now why our Founding Fathers so wisely called for a free press in our Constitution.

Lloyd G. Schermer
ANPA Chairman

Let me add a postscript noting the great sorrow of the whole ANPA family at the death of Tom Fichter. Tom was the logistics chief of the Board's European trip just as he has been for so many of our Conventions. Several ANPA directors were able to attend the funeral, and to express to the family everyone's sympathy and everyone's thanks for Tom's 29 years of service to our Association and our free press. L.G.S.

'Wash,' 'Flotation' Lead Laundry List Of Ways to Clean Old Papers

BY ROSALIND C. TRUITT
presstime technology writer

To say that the dynamics of papermaking are changing for North American newsprint mills is like saying newspapers are interested in newsprint. It takes understatement to new levels.

Long concerned with pulp made from freshly cut trees, newsprint manufacturers are now looking at ways to obtain another pulp material—old newspapers that once ended up in the trash. Such a switch in philosophy has required the mills to tackle a variety of new issues, and to do so quickly.

In adding equipment that enables them to recycle newsprint, mill executives say two issues are paramount—what type of de-inking technology best suits a given operation, and where old newspapers, and in some cases old magazines, will be collected for the papermaking furnish.

"When you produce recycled newsprint, essentially you are trying to turn a sow's ear into a silk purse," says Bob Moran of Bowater Inc. He is overseeing the addition of a de-inking facility at the Bowater/Advance Publications newsprint mill in Calhoun, Tenn. Scheduled to become operational in December 1991, the de-inking facility will have the capacity to produce 300 tons of recycled pulp daily. This pulp will be blended with virgin pulp.

"Just because we are producing recycled newsprint does not mean we will produce a second-class product," Moran says. "Manufacturers of recycled fibers want to produce the best possible quality, and that is why the selection of equipment is so important."

Equally important are the supply and the quality of waste paper, he says. The Tennessee mill is working with waste-paper dealers, municipalities and other sources to ensure a steady flow of well-sorted old newspapers.

Bowater's efforts are being duplicated by the majority of North American newsprint producers. According to the ANPA Newsprint Department, new recycling projects in 16 locations will add 3.7-million metric tons of recycled-newsprint capacity to the approximately 2-million tons of such capacity currently available from nine mills. It is expected those projects will be fully operational by the end of 1993.

In a recent survey of the 39 North American newsprint companies, nearly all of the 26 respondents said they will be making some recycled newsprint by 1995, and one-third of them expect to be manufacturing recycled newsprint exclusively.

Most of the newsprint producers are retooling existing mills to add de-inking capabilities, at an average cost of $60 million to $80 million, according to Newsprint Reporter, an industry newsletter.

That would be a staggering amount even in good times, but the times are far from good for newsprint manufacturers. Facing flat revenues, depressed sales and labor unrest, they are nonetheless being forced by the changing marketplace to make major capital expenditures, like it or not.

Some mills are going another way: purchasing recycled pulp that has already been processed by another company. The recycled pulp is then added to virgin pulp to produce a partially recycled sheet. Fletcher Challenge Canada Ltd. will use that method at its

21 Largest Newsprint Companies in North America

The following is a list of the 21 largest newsprint suppliers in North America, based on projected 1990 capacity. The information is from ANPA, the American Paper Institute, and the Canadian Pulp and Paper Association.

U.S. newsprint companies

Newsprint company and headquarters	Number of mills[1]	Capacity in metric tons
Bowater Inc., Darien, Conn.	2	934,000
Champion International Corp., Stamford, Conn.	2	784,000
Smurfit Newsprint Corp., St. Louis	3	699,000
Boise Cascade Corp., Boise, Idaho	2	539,000
North Pacific Paper Co., Tacoma, Wash.	1	476,000
Kimberly-Clark Corp., Dallas	1	381,000
Southeast Paper Co., Dublin, Ga.	1	378,000
Augusta Newsprint Co., Augusta, Ga.	1	349,000
Georgia Pacific Paper Co., Atlanta	1	318,000
Stone Container Corp., Chicago	1	275,000

Canadian newsprint companies

Newsprint company and headquarters	Number of mills[1]	Capacity in metric tons
Canadian Pacific Forest Products Ltd., Montreal	5	1,647,000
Abitibi-Price Inc., Toronto	10	1,514,000
Fletcher-Challenge Canada Ltd., Vancouver, British Columbia	2	947,000
Stone-Consolidated Inc., Montreal	4	816,000
Quebec and Ontario Paper Co., St. Catherines, Ontario	2	764,000
Kruger Inc., Montreal	3	754,000
MacMillan Bloedel Ltd., Vancouver, British Columbia	2	574,000
Donohue Inc., Quebec	2	488,000
Daishowa Forest Products Ltd., Toronto	1	430,000
Rothesay Paper Ltd., St. John, New Brunswick	1	322,000
Spruce Falls Power and Paper Co., Kapuskasing, Ontario	1	322,000

[1] Some companies jointly own additional mills.

newsprint mills in Campbell River and Crofton, British Columbia. MacMillan Bloedel Ltd. will do the same thing at its British Columbia mills in Port Alberni and Powell River.

DE-INKING COMES OF AGE. But most mills are choosing to de-ink newsprint themselves, and that means deciding what equipment to purchase.

Until just recently the "wash" system was the only de-inking process used by all recycling mills in North America. In this process, paper is immersed in water and then shredded by rotating blades. Chemicals, kept top secret by the mills, are used to dissolve the ink.

The water and fiber solution are then pumped into a pulping machine that screens out both coarse and fine debris, and the dissolved ink is drained away. From that point on, the manufacturing process is much like the making of newsprint from virgin fiber.

The wash process works well, mill executives report. And newspapers say in many cases the recycled newsprint that is produced by this means looks and performs much like virgin newsprint.

But de-inking technology is constantly evolving. Witness the development of the newer flotation method of removing the ink content from old newspapers: Minuscule air bubbles and chemicals attract ink, dirt and other impurities in the mixture of pulp and water. Attached to the bubbles, the impurities float to the surface and flow into a waste-water treatment system; it removes the ink and other contaminants, then recycles the water.

Flotation combined with the wash process is already widely used in Europe and Japan, and the majority of new de-inking projects in North America will also be flotation-wash combinations.

For most of the mills, the decision to combine the two technologies was easy. The flotation method does not work with flexographically printed newspapers because flexo's water-based inks do not float the way oil-based inks do, according to William D. Rinehart, former ANPA vice president/technical and now an ANPA consultant.

"It is incumbent upon us to be able to use various types of waste paper, whether they come from letterpress, flexo, offset or whatever," says James R. Tisdale, vice president/sales and marketing for Smurfit Newsprint Corp., referring to a recycling mill the company plans to build in New York state.

Smurfit currently operates recycling mills in Pomona, Calif., and Newberg and Oregon City, Ore., which use wash technology. The company is considering adding flotation technology at the Oregon City mill.

At North Pacific Paper Co. in Longview, Wash., a new de-inking facility that is scheduled to be operating by the end of next year will use both processes for reasons of flexibility and quality, according to Jerry Speaks, de-inking resource manager. The mill is a joint venture between Jujo Paper Co., a Japanese firm, and Weyerhaeuser Paper Co., and the technology that will be employed there comes from Japan.

Speaks declines to discuss the Japanese technology in much detail. "It is widely used in Japan but not so much here, and it is very different from what we are used to (in North America). We are confident it will give us the kind of newsprint we need to be competitive," he says.

Atlantic Newsprint Co. in Whitby, Ontario, will employ wash and flotation equipment from Europe. Norman Lloyd, production manager, says that the mill's water treatment system has been designed to yield a cleaner effluent. About 60 percent of the waste water will be reused, while the remaining 40 percent will be shunted into the sewer system.

> *"When you produce recycled newsprint, essentially you are trying to turn a sow's ear into a silk purse."*
>
> **Bob Moran**
> **Bowater Inc.**

"We are very aware of the environment," Lloyd adds. "It wouldn't make much sense to produce a product that helps the environment on the one hand and then damages it in another way. And we won't do that." The Whitby mill will start up in December and should be producing newsprint by January. It will be the first Canadian mill to produce newsprint from 100-percent recycled fiber.

ADDING MAGAZINES TO THE FLOW. The flotation method of de-inking offers another advantage that pleases environmentalists. Unlike the wash process, the flotation method can accommodate not only old newspapers but also old magazines.

Moreover, the clay content from the coated stocks actually helps to produce brighter newsprint, the mills say.

The balance between clay and fiber is delicate, though. Bowater's Moran says while some clay is good, too much clay at the expense of newsprint fiber makes weaker newsprint.

In addition, mills cannot accept magazines that have been glued. The glue creates "stickies" that contaminate newsprint.

There is another problem with magazines. Although many mills say they will buy returns and overages from commercial printers and other sources, for the most part there is no formal collection procedure for "post-consumer" magazines.

The mills say that will change as more de-inking facilities create demand. They envision magazines being collected much the way newspapers are.

And despite reports of a glut of collected newspapers in the Northeast, the mills are taking a long-range view of supply. They are working to ensure a steady stream of old papers to keep the recycling mills of today and tomorrow humming.

"It is really a priority for us," says Speaks of North Pacific Paper. "Without the infrastructure to bring us old newspapers, we would really be scrambling to meet our demand. We do not want that to happpen."

The mills say because of cost involved in hauling old newspapers long distances, they are trying to draw them from areas close by. Atlantic Newsprint, for example, will use collection sources in Ontario and upstate New York.

Mills also are concerned with how well-sorted old newspapers are, because contaminants like glass, paper clips, adhesives, and rubber bands can mar the papermaking process.

Bob Rickman, manager/administration for the Augusta (Ga.) Newsprint Co., says the sorted papers the company has been obtaining look fairly clean. However, just in case the collected papers aren't pristine, Tisdale of Smurfit says there is an advantage to using both the flotation and wash systems, as well as various other techniques to filter out foreign matter. Using such technology allows mills to "cover all the bases" and produce quality newsprint, he says.

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December 1990

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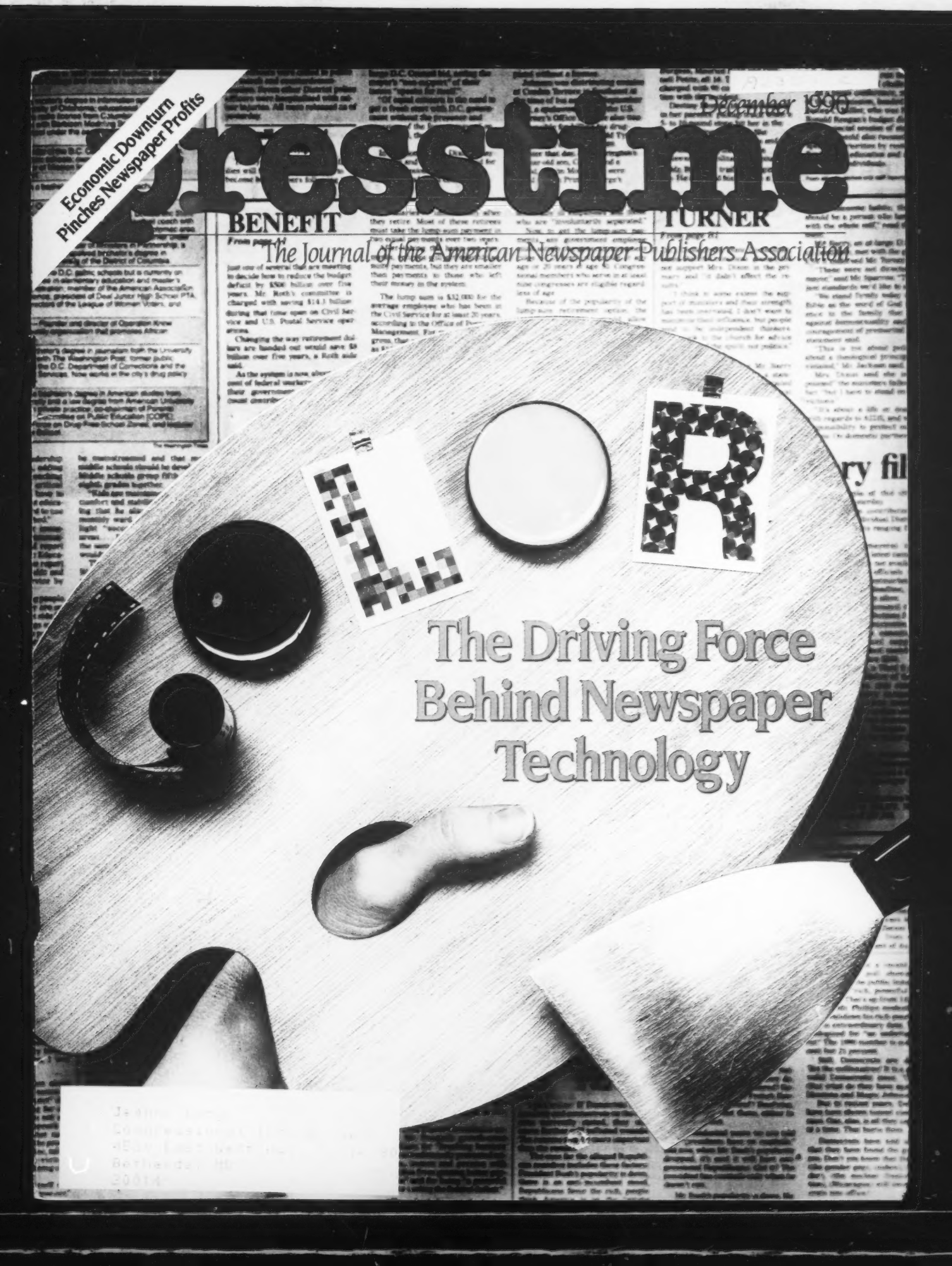
Economic Downturn Pinches Newspaper Profits

BENEFIT

TURNER



The Driving Force Behind Newspaper Technology

presstime

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Special Report *Color is the raison d'être for much of the technology newspapers use these days. From cameras and film to electronic pre-press systems, imagesetters and printing presses, newspapers of all sizes are seeking equipment to help themselves improve their color and satisfy the constantly rising demands of readers and advertisers. The marketplace is full of options to help. Using the new equipment and keeping a tighter rein on production procedures have resulted in more and better color. But, as always, having properly trained personnel is critical.* 22

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East-West conflict *There are clear differences between newspapers on the Atlantic and Pacific coasts. One longtime Easterner likes what he's reading in California.* 18

Question of identity *Common sense and sensitivity toward privacy are playing larger roles in newspapers' styles of identifying people.* 30

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(Cover photo by Lightscapes.)

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CHAIRMAN'S CORNER

Next May's Vancouver Convention will focus on revenue opportunities

I recently returned from Vancouver, British Columbia, where I attended an exciting meeting of the Convention Arrangements Committee chaired by Paddy Sherman, chairman of Vancouver's Pacific Press Ltd.

I must admit, I'm jaded after attending nearly 30 ANPA Conventions during my career. I had little hope of being "turned on" by this or any other convention. Well, the unexpected happened.

Paddy threw the door open for a full discussion—and discuss we did. The theme quickly emerged: Our industry has serious short- and long-term problems, and this Convention should focus on them and on solutions to them.

Lloyd G. Schermer

Someone asked, "What kind of a program can we put together that will give our members a clear fix on our problems, identify opportunities, and offer specific solutions they can use for individual newspapers and the industry as well?"

Everyone, and I mean *everyone*, on the committee got turned on.

ANPA has become very effective representing us with policy-makers on Capitol Hill. There are significant things we can do now to increase our revenues. Some will require individual newspaper actions; others will require activities on an industrywide basis.

We need your help and cooperation as never before.

Here's an overview:

Most of our problems and opportunities are interrelated. The overall theme for the Convention will focus on revenues. What's happening out there that we can use to build circulation, readership and advertising revenues in a very competitive environment?

The program will tie together readership and circulation success stories; new frontiers in news; telecommunications opportunities; turning postal threats into opportunities; the post-press and distribution project as a hidden marketing tool that may be our long-term hole card; and exciting developments at the Newspaper Advertising Bureau that will include database marketing opportunities, implications of the census and its new TIGER (Topologically Integrated Geographic Encoding Reference) mapping capability, innovative collective team-selling opportunities at the national and local levels, and specific steps newspapers must take to reverse retail advertising erosion.

The committee's goal is to tie a package together you can take home and use when you get there. In short, this will be a working Convention.

Vancouver is one of the most beautiful cities in the world. The convention center and hotels are as fine as anything I've seen in the States. This year we celebrate the 300th anniversary of North America's first newspaper. Our success over the next 300 years will require that we work closer together than ever before.

It's going to be a value-packed, working Convention, so when you pack your good suit for Vancouver in May, throw in a pair of work gloves, too. You'll need them.

Lloyd G. Schermer
ANPA Chairman